

2025

VOTER GUIDE



Cuivre River Electric Cooperative

A Touchstone Energy® Cooperative 

The 2025 ballot

The ballot includes the names of candidates in each of four districts. You are eligible to choose one candidate for each district. You may vote online or request a paper ballot by mail. Instructions for marking your ballot are stated on the paper ballot and are available through the online ballot portal.

Online ballots must be submitted by **11:59 p.m. CST on Monday, August 25**; paper ballots must be delivered to Survey & Ballot Systems by mail before the close of business on **Monday, August 25**.

Ballots may not be delivered to CREC offices or brought and cast at the Annual Meeting. However:

- If you request a paper ballot and don't use it, you may attend the meeting at our Troy office on Thursday, August 28, and receive a new ballot when you register.
- If you're not sure you mailed your ballot in time you may attend the meeting and verify receipt of your ballot. If your ballot did not arrive by the August 25 deadline you may receive a new ballot.

All members who vote (either online, by paper ballot or at the annual meeting) will be entered into a drawing for free electricity.

Regarding prize drawings: you are NOT required to attend the annual meeting in order to win prizes. The names of winners will be drawn in the week following the annual meeting for these free electricity awards:

- One member will receive a \$1,500 bill credit
- Two members will each receive a \$500 bill credit
- Two others will each receive a \$250 bill credit
- Twelve members will each receive a bill credit for a month's use of electricity (*up to \$200*)

Vote online

If you have a valid email address on file, you may receive an email containing a direct link to your ballot. No email? If you do not receive the email link or prefer not to use it, type **directvote.net/crec/** directly into your web browser (*not into a search engine*) to access the login page of the 2025 Cuivre River Electric Cooperative Ballot. You will be asked to provide your member number (*without the dash or numbers after the dash*) and the zip code of your billing address.

Vote by mail

Send your ballot in the postage-paid return envelope to: **Survey & Ballot Systems**, 7653 Anagram Drive, Eden Prairie, MN 55344. Do not mail your ballot to Cuivre River Electric Cooperative. Please allow time for delivery by August 25.

About your ballot

The ballot order for all candidates was drawn randomly by the Nominating Committee. An asterisk (*) denotes current officeholders. Candidates were asked to respond to five questions.

Candidate questions

- What knowledge, experience or special abilities would you bring to the board?
- What are some of the important issues you believe the board needs to focus on the next few years?
- Which of the following is the most important feature of the electricity Cuivre River provides: (1) Affordable, (2) Reliable, (3) Environmentally clean.
- What is the best way to meet present and future energy needs?
- What interests you most about serving on the board?

Meet Your Director Candidates

Please choose one candidate in each district

PIKE COUNTY

**Vote for
One of Two**



Walt Gregory*
BOWLING GREEN, MO

Walt has been a Cuivre River member since 1974 and currently serves on CREC's Board of Directors. He has served on the board for 39 years and as president for 12 years. He is a Credentialed Cooperative Director and has also served for 17 years on the Central Electric Power Cooperative board, which provides wholesale power and transmission services for CREC.

Walt started working on his family's farm in 1974. He now owns and operates the farm with his two brothers and sister-in-law. He and his wife, Mandi, who teaches 12th-grade English at Bowling Green High School, live on the farm.

His views: Walt believes that the rapid growth of artificial intelligence and cloud computing has significantly increased the electrical demands of data centers nationwide. Data centers use far more electricity than traditional servers. As a result, the energy needs of AI-driven data centers are becoming a major infrastructure concern, creating a demand for

more energy and improved energy management practices.

He feels reliability is the cooperative's most important priority. "We are so dependent on electricity for our homes and businesses," he says.

The best way to meet present and future energy needs, Walt says, is to use an all-of-the-above approach. "Wind is becoming more economical but lacks the reliability of coal or gas-powered generation," he says. "Small nuclear reactors should be considered in the future to provide carbon-free generation."

One of the things that interests him most about serving on the board is working with motivated, professional, experienced people. "I like being a part of the team effort, including the board of directors, staff, and employees," he concludes.

Fun Facts

About Cuivre River Electric Cooperative

CREC has over 75,000 meters on its system, serving homes, businesses, schools, hospitals, and more.

A unique benefit of being served by an electric cooperative is capital credits. Similar to profit margins in other businesses, capital credits represent members' ownership equity.

(Pike County continues on the following page)

PIKE COUNTY

Vote for
One of Two



Lori Smith
NEW HARTFORD, MO

Lori first joined Cuivre River Electric as a member in 1998 in Wentzville and later moved within the system to Pike County in 2010. She is married to Scott, and they have a daughter, Samantha. Lori works as a transportation planner with the Missouri Department of Transportation (MODOT) and assists at McCoy-Blossom Funeral Homes and Crematory part-time when her other responsibilities allow.

Lori holds a Bachelor of Business Administration Degree in both Finance and Marketing from Northeastern State University, an Associate of Science degree in Business Administration from Tulsa Junior College, and holds a Funeral Director and Preneed License from the State of Missouri Board of Embalmers and Funeral Directors.

Lori has volunteered as the neighborhood manager for Girl Scouts, as well as in many areas within the school, including volunteering in the classroom in the elementary school to assisting with Music Boosters, Project Prom, and many other areas of the high school. She enjoys being a part of the Daughters of the American Revolution (DAR), teaching

4-H sewing, and serving as the president of the board of Siloam Cemetery and as president at Indian Creek Memorial Gardens. She feels she can bring experience, patience, and willingness to help people, along with a variety of work experiences, to the board.

Her views: Lori believes the board needs to focus on keeping prices affordable without sacrificing reliability and the environment. Affordability is a top priority. “If you can’t afford the service, it doesn’t matter how reliable it is,” she says. Regarding the best way to meet present and future needs, Lori says, “The amount of energy use is going up, but the supply of fossil fuel is limited. So, the future of energy must include renewable sources of wind, solar, and other new ideas.”

When it comes to Lori’s interest in serving on the Cuivre River Electric Cooperative Board, she says, “My volunteer focus has been on helping in my daughter’s activities, but now that she’s graduated, I’m looking for new opportunities to help the community.”

Voting FAQs

Q. Can I bring my paper ballot to the office?

A. No. Paper ballots should be mailed to SBS in the postage-paid envelope provided.

Q. Can I bring my paper ballot to the meeting?

A. No. Paper ballots will not be accepted at the meeting. If you request a paper ballot you do not use, you can receive a replacement ballot when you register at the meeting.

WARREN COUNTY DISTRICT 1

Vote for
One of Two



Jeff Culbertson
WRIGHT CITY, MO

Jeff has been a Cuivre River Electric member since 2016. He is married and the owner of National Skylight Solutions, which specializes in skylight sales and installation both residentially and commercially. He has been a small business owner for nine years and worked for the company as the vice president and president for over 18 years. Jeff is also retired from the United States Air Force after completing 22 years as an aircraft mechanic and then a B-2 lead production manager. He holds associate degrees in aircraft maintenance and education.

Jeff has served as the board president for Warren County Pathfinders and is currently the head trustee for the Warren-ton Elks Lodge. He served in additional officer positions with the Elks over the last seven years, and as vice president of the Warren County Economic Development Council. His

expertise includes 18 years of small business experience, 22 years of military-related studies and leadership, and eight years of leadership in a non-profit organization.

His views: Jeff believes that growth and reliability are the issues that the board needs to focus on in the next few years. Reliability is a top priority. “The ever-growing demands for electrical resources require a sustainable and reliable network,” he says. The best way to meet present and future demands is through growth and increases in capacity.

Jeff is most interested in serving on the Cuivre River Electric Board of Directors, as he says he enjoys learning. “I feel this opportunity will allow both personal and professional growth,” he says.

CREC is ...

A Touchstone Energy[®]
Cooperative



What is Touchstone Energy[®]?

It is a national alliance of local, consumer-owned electric cooperatives, like **Cuivre River Electric Cooperative**, which commit themselves to providing high standards of service to customers large and small.

There are Touchstone Energy[®] cooperatives in 45 states. Together we deliver energy and energy solutions to more than 30 million customers every day.

Touchstone Energy[®] cooperatives serve their members with **integrity, accountability, innovation** and a long-standing **commitment to our communities**.

WARREN COUNTY DISTRICT 1

Vote for
One of Two



Lisa Key
WRIGHT CITY, MO

Lisa has been a Cuivre River Electric member since 2014. She is the chief development officer for Emmaus Homes, a non-profit organization that serves adults with developmental disabilities. Lisa holds a BA in Marketing from Southeast Missouri State University and an MA in Corporate Communications from Lindenwood University. She and her husband, Randy, have four children and four grandchildren.

In addition to her more than 35 years of experience as an executive for non-profit organizations throughout the St. Louis area, Lisa currently serves as the vice chairperson for Enterprise Bank & Trust Advisory Board. She has also served as a board member for the Wentzville Chamber of Commerce, St. Peters Chamber of Commerce, Campbell Montessori School, NECAC, and BCI. She has taught graduate courses as an adjunct professor at Lindenwood University.

Her views: In the next few years, Lisa believes that CREC's board needs to focus on the continued ability to maintain a high-quality employee workforce and leadership team and manage customer expectations.

Lisa says that the best way to meet present and future energy needs is a diversified approach that allows for consideration of other energy sources and a focus on energy efficiency. The most important feature of the electricity that CREC delivers is reliability. "Customers are often frustrated with power and service outages," she says. "Providing reliable service will help to increase customer satisfaction."

When it comes to her interest in serving on CREC's Board of Directors, Lisa says that she has long admired the board and loves their involvement and commitment to improving the communities that they serve. "The Board's commitment to the community is evident through programs like Operation Round Up and the Green Tree grants," she says. "I would welcome and thoroughly enjoy being a part of this organization and learning even more about the communities it serves."

CREC *Mission and Vision*

As a cooperative, it is CREC's responsibility to serve our members today, and tomorrow. CREC's Board of Directors adopted both mission and vision statements to help continue guiding us as we move forward to fulfill that responsibility.

Mission

Cuivre River Electric Cooperative will be a progressive leader in the energy industry, empowering employees to serve our members using innovative energy solutions, while safely providing reliable service at the lowest possible cost.

Vision

Cuivre River Electric aspires to be a trusted energy partner that is prepared to embrace opportunities in a changing utility industry while providing our members with maximum value and improving our communities.

LINCOLN COUNTY DISTRICT 2

Vote for
One of Three



David Rothweiler
FOLEY, MO

David joined Cuivre River Electric in 2002. He is a licensed professional engineer and has worked at Alpine since 2001. He and his wife, Mary, have five children.

David holds a BS in Mechanical Engineering from the University of Missouri – St. Louis. He is a licensed professional engineer in 27 states, including Missouri, and his current role is engineering manager for Alpine’s central U.S. engineering office. At Alpine, he designs and engineers wood trusses for residential and commercial applications, a role that requires deep understanding of building codes, structural standards, and technical documentation. His professional background includes strong problem-solving and leadership skills, which will contribute to informed, practical, and cost-effective decisions for the co-op and its members.

David’s community experience includes serving in leadership roles while his sons were in Boy Scouts. He and his family are active members of Immaculate Conception Church in Old Monroe.

His views: Looking ahead, David believes that the board should focus on maintaining reliable and affordable electric service while preparing for future infrastructure needs. “Affordable electricity is key to ensuring the growth and prosperity of our residential as well as commercial and industrial members,” he says. “With rising costs, it's important to keep electric rates as steady as possible for all members.”

David supports continued investment in dependable infrastructure and careful growth planning. He also sees value in exploring smart, cost-effective technologies that can help meet the energy needs of today and tomorrow.

What interests David the most about serving on CREC’s Board of Directors is the opportunity to give back to his community by helping ensure reliable, affordable service. “Serving on the board allows me to contribute to the cooperative’s long-term success and the well-being of the area it serves,” he says.

Fun Facts

About Cuivre River Electric Cooperative

Cuivre River Electric Cooperative's service area has more than 5,700 miles of electric distribution line.

The original 12 incorporators of our cooperative were from Foristell, Wentzville, Foley, Winfield, Troy, Wright City, Warrenton, O'Fallon, Elsberry and Clarksville.

LINCOLN COUNTY DISTRICT 2

**Vote for
One of Three**



**Mike Johnson
FOLEY, MO**

Mike has been a member of Cuivre River Electric Cooperative since 2015. He currently serves as a police detective in the Crimes Against Persons Division. Additionally, he is a certified police instructor and teaches at local police academies. Deeply committed to public service, Mike also volunteers as a firefighter/EMT at Winfield-Foley Fire Protection District and serves as the vice-president of his homeowners' association. He holds a Bachelor's Degree from Southern Illinois University at Edwardsville and is the proud father of three children.

In his community, Mike has dedicated time as a youth sports coach and served as a coordinator for the Special Olympics of Missouri, where he organized operations and united resources to support athletes. "I have strived to serve my community and be the best citizen/role model for my children," he says.

Mike says that he brings strong leadership, communication, and project management skills from his experience with different initiatives. He believes his ability to streamline

processes and adapt to changing environments would bring valuable insight to the cooperative's board.

His views: Mike believes the board should focus on balancing growth with affordability and reliability. As the cooperative serves a rapidly expanding membership, including new homeowners, young families, and seniors, he believes it is essential to provide state-of-the-art energy solutions that meet both present and future needs. Affordability and reliability are the most important features of the electricity that CREC delivers. "Utility rates should remain affordable," he says, "especially for seniors, and reliable for all customers."

He believes the best way to meet future energy demands is by modernizing the electricity grid and investing in energy efficiency. What interests Mike the most about serving on the CREC Board of Directors is the opportunity to help guide the cooperative in delivering affordable, reliable energy and to ensure it remains well-positioned for sustainable growth in the years ahead.

Voting FAQs

Q. During the voting period, can I request a paper ballot kit for another person?

A. No. You may only obtain a paper ballot kit for yourself by calling SBS at 952-974-2339. You may also vote online through August 25 by using a secure web portal at directvote.net/crec/. Verification of your membership will be required. Ballots are not available at Cuivre River Electric offices, however a computer station is available for members' use to vote online during normal lobby hours through August 25.

Q. Can my spouse and I both vote?

A. No. Only one vote may be cast per member—household or business. To be eligible, your name should appear on your family's account.

LINCOLN COUNTY DISTRICT 2

Vote for
One of Three



Jeff Geisendorfer*
TROY, MO

Jeff has been a Cuivre River Electric member since 1999 and currently serves on the Board of Directors. He is employed with Prairieland FS, Inc., as a propane/energy sales specialist. He and his wife, Stacey, who is a teacher, have two adult children.

A graduate of the University of Missouri–Columbia, Jeff holds a BS in Agriculture. He currently serves as a board member of the Missouri Institute of Cooperatives and is the past chairman of the Agribusiness Association of Missouri and served on the Troy Chamber of Commerce.

As a current board director, Jeff attained the Credentialed Cooperative Director (CCD) certificate. This training is provided through the National Rural Electric Cooperative Association (NRECA) and shared by co-op directors nationwide. “My career in the cooperative business helps me to greatly understand the value of cooperation among cooperatives,” Jeff says.

His views: For the future, Jeff believes the board needs to: 1) evaluate the technologies of power supply as these items improve and change rapidly, 2) continue to review rates of

service, the cost of power, and operations, both change more rapidly than prior history, and 3) listen and discuss growth demands with management and staff to navigate a sound business in unprecedented times.

Reliability is the most important feature of the electricity that CREC provides. “We as consumers want the power ON. Our fast-paced lives put great demand on CREC to supply safe, reliable, and resilient electricity,” he says.

To meet current and future energy needs, Jeff says that the three-tier system that CREC is a part of (Associated Electric Cooperative—generation, Central Electric Power Cooperative—transmission, and CREC—distribution) utilizes coal, natural gas, hydro, wind, and solar for the generation of electricity,” he says. “All of these forms continue to evolve in technology that is vital to provide reliable, safe, and affordable power.”

As a current board member, Jeff says that the continued support of management and staff is his greatest interest. “CREC must continue its service to members while dealing with all of the influences from today’s world,” he says.

Fun Facts

About Cuivre River Electric Cooperative

When Cuivre River Electric Cooperative began in 1941, members read their own meters. Up until 1972, they not only read their own meters, they calculated their own bills and mailed their readings and payments to the office. All 10,136 members' bills were due and paid at the same time.

At the close of 1997, the first year of Operation Round Up, CREC members had donated over \$160,000 to the program by rounding up their bills, donating anywhere from a penny to 99 cents.

ST. CHARLES COUNTY DISTRICT 2

**Vote for
One of Six**



**Tyler Morts
FORISTELL, MO**

Tyler joined Cuivre River Electric in 2022. Currently serving as a safety representative with JF Electric, Tyler has built a career grounded in technical expertise, crisis response, and a deep commitment to community service.

Tyler brings more than 25 years of hands-on experience in the electrical industry to his candidacy for the CREC Board of Directors. He began his career in municipal electrical work before transitioning to the contracting side of the industry. He is a graduate of the Missouri Public Utility Alliance Apprenticeship Program and holds a Journeyman card from the U.S. Department of Labor. His professional journey has taken him across the country, responding to some of the most challenging storm events in recent history—including Hurricanes Katrina, Harvey, Milton, and Helene, as well as numerous ice storms and tornadoes. His role in these high-stakes environments has sharpened his ability to troubleshoot and lead under pressure.

Beyond emergency response, Tyler has overseen the construction, maintenance, and modernization of power infrastructure. From installing new power lines to ensuring aging systems remain reliable, he understands the full scope of CREC's operational needs. His current work allows him to collaborate directly with line crews, identifying ways to improve safety, efficiency, and service reliability.

Tyler is passionate about serving the people who live and work here. Before relocating to St. Charles County, he was

an active volunteer in his hometown of Fulton, MO, where he served on the boards of the Jaycees, the county fair, and the Fulton Street Fair. He and his wife are raising two children and are deeply committed to giving back to their community.

His views: In the next few years, Tyler believes that the board must focus on infrastructure growth in expanding service areas, while ensuring reliability and keeping costs affordable to current members. He advocates for practical, forward-looking strategies, including thoughtful exploration of renewable energy, to ensure CREC continues to meet the needs of today while planning for tomorrow.

Tyler says that reliability is the most important feature of the electricity that CREC provides. "Reliability is the foundation of great service," he says. "I want to bring my field experience and community perspective to the board, so we can deliver dependable, affordable energy while preparing for the future."

Serving on CREC's Board of Directors interests Tyler as he believes that with his strong background in electrical systems, storm restoration, safety, and nonprofit leadership, he brings a rare blend of technical expertise and community spirit. "I'm ready to serve CREC members with integrity, transparency, and a relentless focus on progress," he says.

Issues voting online?

**Call 952-974-2339 or email support@directvote.net.
Support is available 8 a.m. – 5 p.m. on weekdays.**

ST. CHARLES COUNTY DISTRICT 2

**Vote for
One of Six**



**Kami Henderson
O'FALLON, MO**

Kami has been a Cuivre River Electric member since 2020. She is in project management with Graybar. She manages software implementations for new software, which includes strategic planning, organizing, and working cross-functionally with all areas of the company. Kami holds a Bachelor's Degree in Organizational Leadership/Computing and Information Systems, and she is a Certified Scrum Master.

Kami's community service includes volunteering with her local church and with Almost Home, a domestic violence shelter.

With 11 years of utility experience, including working for Spire Gas, Kami says she would bring great organizational, communication, and time management skills to CREC's board.

Her views: Kami believes that the board should focus on

more community outreach and diversity in the next few years. Although affordability is a major concern, reliability would be the most important feature of the electricity that CREC provides, she says, especially with the numerous storms our area constantly faces. "I am pleased to say that I am very impressed by the durability and reliability of the services I've received. I feel much safer when the storms occur," Kami says.

The best way to meet present and future energy needs is to focus on energy efficiency and technology, policy, and infrastructure, she says.

What interests Kami the most about serving on CREC's Board of Directors is her being more involved with the co-op as she has an investment in it as a member, as well as her interest in diversity and inclusion within the co-op.

Did You Know?

Cuivre River Electric Cooperative History

Cuivre River Electric Cooperative began returning capital credits in 1976. More than \$138 million have been paid to members and former members since then.

Capital credits are the cooperative's equity. Similar to margins or profits, capital credits are re-funded to co-op members, whereas investor-owned electric utilities send their margins to stockholders, and municipally-owned utilities keep their profits.

ST. CHARLES COUNTY DISTRICT 2

Vote for
One of Six



Joe Rapone
O'FALLON, MO

Joe has been a Cuivre River Electric member since 2023. He is retired from the U.S. Army, is married, and has a son and three daughters. Two of his daughters and their families are also Cuivre River Electric members. Joe was a commissioned officer in the U.S. Army for 26 years and spent 14 years as an Army civilian. He holds a Master's Degree in Strategic Studies (Public Administration) from the U.S. Army War College and a BS from the U.S. Military Academy, West Point.

Joe's community and leadership experience includes serving on the Planning and Zoning Committee for Waynesville, Mo., the Association of the U.S. Army, and as president of the Military Police Regimental Association. His background is in public administration, planning and zoning, and disaster relief. He worked extensively with Laclede Electric Cooperative while at Fort Leonard Wood, including in the wake of the massive January 2007 ice storm and the EF-3 tornado that struck in 2010.

His views: When it comes to important issues that Joe believes the board needs to focus on in the next few years, he

says he will strive to further develop all aspects of reliability, transparency, and reputation. "Employee focus cannot be more important, and programs such as Operation Round Up are invaluable resources," he says.

Reliability is the most important feature of the electricity that CREC delivers. "A reliable service to me will be affordable and accountable to its members," he says. "It must be there when it is needed, which is obviously 24/7." Joe says the best way to meet present and future energy needs and challenges is an emphasis on what our member/owners are concerned the most about and to ensure our infrastructure is maintained and reliable in order to preclude the interruption of our invaluable commodity.

Being able to use his knowledge of public administration, leadership experience, and full availability of time is what interests Joe the most about serving on CREC's Board of Directors. "I will do so with no hidden agenda or purpose otherwise," he says.

Fun Facts

About Cuivre River Electric Cooperative

Cuivre River Electric Cooperative is named for the 41.6 mile-long Cuivre River named by French-speaking settlers in what was then French Louisiana. "Cuivre" is the French word for "copper." The river originates in Audrain and Pike counties and, flows south-eastward through Pike, Montgomery, Lincoln, Warren and St. Charles counties to its confluence with the Mississippi River near Old Monroe. CREC distributes electricity to members in each of these counties except Audrain.

ST. CHARLES COUNTY DISTRICT 2

**Vote for
One of Six**



Diane Saale*
DEFIANCE, MO

Diane has been a CREC member since 1999 and currently serves on the Board of Directors as president. She has earned the designations of Credentialed Cooperative Director, Board Leadership Certificate, and the highest designation of Board Leadership Gold from the National Rural Electric Cooperative Association. Diane and her husband, Shawn, have two children.

For more than 25 years, Diane worked in non-profit fundraising and development for higher education, hospitals, therapy facilities, businesses, and individuals. She graduated from Wentzville Holt High School and the University of Missouri-Columbia. Her community service started as a child, helping to serve at church dinners and participating in 4-H and Lions Club service projects. In college, she worked on the suicide hotline, volunteered at the abused women's shelter, and coordinated through the athletic department cheer clinics with local high schools on behalf of the University. In addition to serving as a board director and president for CREC, Diane's professional background includes serving on the board of the St. Charles Community College Foundation, New Melle Sports & Recreation, Daniel Boone Elementary Parent Teacher Organization, St. Charles County Ambulance District Community Advisory Board, and CREC's Operation Round Up Trust Board. She has been a commissioner for St. Charles County planning and zoning, and a member of Rotary, the Oktoberfest board, several businesswomen's organizations, and the Chamber of Commerce.

Her views: Diane believes that the knowledge she brings to the Board, she says, is one of sound business experience. "The opportunities I have had over the years to work within different industries and learn from talented mentors have honed my skills at using strategies that work." Diane's experience on the board of our electric cooperative has been acquired through serving as a board member, taking classes, and receiving certifications specific to cooperatives.

"These certifications show my level of commitment and that I take seriously the task of making informed decisions for the cooperative. I would like to continue my service on the board on behalf of the cooperative members and use the knowledge I have gained," she says.

In the next few years, Diane says that the board will need to keep its focus on making sound financial decisions for the cooperative. "The board needs to continue focusing on economic development, renewables, storage, cybersecurity, technology, and safety," she says.

The most important feature of the electricity that CREC provides, Diane believes, is that it is reliable for all members and available whenever they want and need it. "This was the sole purpose of the cooperative when it was started in 1941, and should still be today," she says. As a member and board director, Diane says she has seen firsthand the amazing work ethic of the management staff and all the employees. "They work to keep equipment up to date, implement safety measures, and use best practices daily to ensure reliability," she says.

When it comes to the best way to meet present and future energy needs, Diane says, "Our cooperative functions within a three-tiered system. At the top is the generation cooperative, then the transmission cooperative, and finally, the distribution cooperatives, which includes Cuivre River Electric." To meet the present energy needs, she says that our generation cooperative will continue to work with a diversified portfolio to maintain and sustain us. The resources in this portfolio are coal, natural gas, hydro, wind, and solar.

In the future, Diane believes that wind and solar could be more viable resources once the most efficient methods of storing the power are developed. "Battery technology is making great strides but is still many years away from being able to provide enough stored power to replace natural gas

**ST. CHARLES COUNTY
DISTRICT 2**

Vote for One of Six

Cont'd ...

Diane Saale*

DEFIANCE, MO

or coal,” she says. “Nuclear is a viable power producer and is gaining traction as a future resource. It takes many years to build new power plants, and this area is being intensely investigated because of how clean and efficient it is. Until these options are realized, we will need to continue utilizing the current diverse mix of resources for producing power.”

What interests Diane most about serving on the board is knowing she’s helping an organization she cares about to provide reliable electricity to her community, neighbors, and family. “In the beginning, I wanted to serve because of my affinity toward the organization. CREC was my family’s electric company when I was growing up, and my parents were very happy with our service.”

Today, Diane’s desire to serve is even deeper. “I’ve gained an immense appreciation for what can be accomplished when dedicated people work together to do the right thing. I’ve learned a great deal about the power industry over the past 16 years at board meetings and from numerous continuing education and certification classes,” she says. “The power industry today is ever-changing, and the more I learn, the more I believe I can better serve the co-op. I am a member too, so I have a vested interest in CREC’s success and a commitment to keeping the organization strong today and into the future.”

COOPERATIVE PRINCIPLES

- 1. Open membership:** Cooperatives are open to all persons able to use their services and willing to accept the responsibilities of membership.
- 2. Democratic control:** Members have equal voting rights (one member, one vote) and participate in decisions which affect the organization.
- 3. Economic participation:** Members contribute equally to the capital of their cooperatives and allocate surpluses, if any, to develop the cooperative and benefit members in proportion to their transactions.
- 4. Autonomy & independence:** Cooperatives enter into agreements on terms that ensure democratic control and maintain the cooperative's autonomy.
- 5. Education:** Cooperatives should educate members, employees and the general public, especially youth, about democratic principles and the benefits of cooperation.
- 6. Cooperation among cooperatives:** Cooperatives work together locally, nationally and internationally to serve their members and strengthen the cooperative movement.
- 7. Concern for community:** While focusing on member needs, cooperatives work for the sustainable development of their communities.

ST. CHARLES COUNTY DISTRICT 2

Vote for
One of Six



Jeffrey Manning
WENTZVILLE, MO

Jeffrey joined Cuivre River Electric in 2021. He is a project portfolio management lead with Bayer Crop Science. He holds a BBA and an MBA in Business Administration from Lindenwood University, PMP Certification from the Project Management Institute, and is a Certified Change Management Practitioner. He is married with two children.

Jeffrey is a seasoned business and IT leader with more than 20 years of experience in strategic planning, financial systems implementation, and project portfolio management. He has experience in product development and customer delivery success. Jeffrey has led multi-million-dollar initiatives that support supply chain innovation and digital transformation. He has also been a featured speaker at national and international conferences on topics including digital strategy, portfolio management, and collaborative work management technology platforms.

Jeffrey says he would bring deep expertise in guiding complex projects and driving consensus across diverse stakeholder groups to the board. His professional experience spans Fortune 500 companies and global consulting firms, including Accenture and Capgemini, with a focus on delivering measurable results and sustainable change.

His views: The most important issue that Jeffrey believes the board needs to focus on in the next few years is to meet growing energy demand as St. Charles County continues to

experience high growth in population and businesses that have high reliance on electricity. “Certainly, we also need to stay focused on things that CREC does well, such as continuing our high marks for reliability and knowledgeable employees,” Jeffrey says. “We need to manage member expectations about rate adjustments. And we should continue our focus on member engagement and satisfaction.”

The most important feature of the electricity that CREC delivers, Jeffrey says, is reliability. “As a member-customer, I will be willing to pay a little more if I am confident that my electric service is reliable with few outages,” he says.

When asked about meeting present and future energy needs, Jeffrey says having a balanced energy mix is important. “Maintaining a mix of coal and renewable energy sources to ensure a stable power supply while supporting cleaner energy initiatives is key to meet present and future needs,” he says.

Jeffrey says his interest in serving on CREC’s board would allow him the opportunity to apply his analytical mindset and strategic leadership skills to support Cuivre River Electric Cooperative in areas such as energy portfolio planning, rate structure evaluation, and long-term sustainability. “Serving as a member of the board will bring me great satisfaction, knowing that I am helping to bring a vital service to neighbors and the greater St. Charles area,” he says.

Voting Facts

CREC members may vote for up to four directors — one director in each of the four districts with seats for election this year. You may choose one candidate in each district regardless of where you reside. Each member household or business may cast one ballot.

**ST. CHARLES
COUNTY
DISTRICT 2**

**Vote for
One of Six**



**D. Kevin Martin
WENTZVILLE, MO**

Kevin has been a member of Cuivre River Electric Cooperative since 1988. He currently serves as a senior project manager for Paric LLC and brings over 40 years of experience in the construction industry. His career spans 12 years with an architectural/engineering firm, 27 years as a project manager for electrical contractors, and six years in general contracting as a project manager and director.

A lifelong resident of St. Charles County, Kevin has a strong commitment to community service. He has volunteered with the New Melle Fire Protection District for more than 45 years and currently serves as division chief for the volunteer division.

Kevin brings extensive knowledge in electrical contracting, labor negotiations, and working with developers—expertise he believes will benefit the CREC board.

His views: The most important issue that Kevin believes the board needs to focus on in the next few years is transparent

communication and member satisfaction. “These are critical priorities for the cooperative’s future,” he says.

Kevin emphasizes that reliability is essential and the most important feature of the electricity that CREC delivers. “If your power is unreliable, it doesn’t matter how affordable it is,” he says.

Regarding the best way to meet present and future energy needs, Kevin advocates for a balanced approach, including cleaner fossil fuel technologies, continued evaluation of alternative power generation, and localized cogeneration for industrial applications.

Kevin says that what interests him most about serving on CREC’s board is a desire to uphold the cooperative’s quality, support long-term planning, and ensure that members enjoy the most dependable and efficient service possible.

Thank you!

For voting in CREC's 2025 board election